

CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 W. Ocean Blvd. • Long Beach, CA 90802 • (562) 570-6480 FAX (562) 570-6215

PROJECT DEVELOPMENT BUREAU

April 21, 2004

Re: Request for Proposals – A Development Strategy for the Tidelands Area in Downtown Long Beach

The City of Long Beach Department of Community Development's Project Development Bureau (City) is soliciting proposals from highly qualified planning firms with demonstrated experience in developing thorough and strategic land use guides for development for the Tidelands area in Downtown Long Beach. This site is the last major remaining development opportunity in the vicinity, and the site is currently used for parking for the Long Beach Arena, Terrace Theater, Convention and Entertainment Center, special events and other uses. Due to the scope of the project, it is anticipated that the assembly of a team of consulting firms may be necessary. The City desires a comprehensive process that includes high quality land use planning with the integration of stakeholder and community outreach.

Development policies, programs and standards work best when they are in place before development is proposed so that property owners, developers, architects and the community know the City's objectives and requirements from the outset. In addition, the nature of the development market requires that a strategy not be static but rather that it be dynamic. Only by having a comprehensive vision can the City assure that a particular development proposal is appropriate.

This Request pertains to the Downtown Tidelands area adjacent to the Long Beach Convention Center in Downtown Long Beach. The actual site is the primary focus of this Request, but the Development Strategy must also take into account existing adjacent land uses within the area, including the Convention and Entertainment Center, Hyatt Regency Hotel, Marina Green and the Downtown Marina, the Long Beach Aquarium of the Pacific, the Shoreline Village retail center and the newly-opened Pike at Rainbow Harbor retail/entertainment complex.

A 6 to 8 month planning process is anticipated under the guidance of the consulting firm and a local steering committee. This aggressive project schedule is the result of increasing interest by the development community for this site and the City's need for a cohesive vision for its future.

Enclosed please find information on the minimum requirements to be considered by the City, as well as submission requirements for qualified firms. An expeditious review and response will be made based on the merits of each submission.

Request for Proposals

April 21, 2004

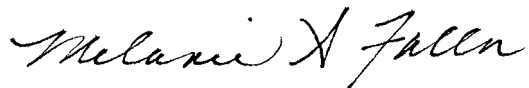
Page 2 of 16

If interested in being considered by the City, your response must be received no later than **4:00 p.m. (PDT), Tuesday, June 1, 2004**, at the offices of the Project Development Bureau. Proposals should be delivered to:

Amy J. Bodek, Project Development Bureau Manager
Department of Community Development
City of Long Beach
333 W. Ocean Boulevard, 3rd floor
Long Beach, CA 90802

For specific questions pertaining to this Request, please contact Juan Lopez-Rios, Development Project Manager, at (562) 570-6705.

Sincerely,

A handwritten signature in black ink that reads "Melanie S. Fallon". The signature is written in a cursive, flowing style.

MELANIE S. FALLON
Director of Community Development

Enclosure

REQUEST FOR PROPOSALS
DEVELOPMENT STRATEGY FOR
TIDELANDS AREA IN DOWNTOWN LONG BEACH

I. Introduction

The City of Long Beach Department of Community Development's Project Development Bureau (City) is issuing this Request for Proposals (Request) for a professional urban design and planning team to create a development strategy for its "Downtown Tidelands" area adjacent to the Long Beach Convention and Entertainment Center (see Attachment 1 for area location). The goal of the Development Strategy (Strategy) is to balance competing interests for the development of this area and to provide the City with guidance on the immediate implementation of a land use vision.

This Request should not be viewed as a request for a development master plan, but rather, an overall land use strategy for guiding potential development proposals in the future. The resultant Strategy should focus the development community in a direction appropriate for the last major waterfront site in the Downtown, emphasizing the Convention and Entertainment Center visitor and tourist-serving uses.

The successful candidate/team will demonstrate the ability to devise a practical land use strategy to development that will add value and an appropriate mix of activities compatible with the surrounding waterfront area. In addition, the successful candidate will have direct knowledge of the local environment, demonstrated abilities in preparing a Development Strategy for a waterfront-oriented parcel, experience working with regulatory agencies such as the California Coastal Commission and direct experience working with a municipality on the preparation of such a Strategy.

II. Project Description

The focus of this Request will be the development of a range of alternative uses for the underutilized Downtown Tidelands site adjacent to the Long Beach Convention and Entertainment Center (Convention Center), with the intention of maximizing the area's tourist focus.

The genesis for this Request has been receipt of increasingly frequent, yet competing, proposals for development of the Downtown Tidelands site. These proposals included developments such as temporary and permanent aquatics centers, a large retail center with a tower element/tourist attraction, and construction of a new convention hotel. In addition, the site could also be used for future expansion of the Convention Center, Long Beach Arena or the existing Hyatt Regency convention hotel.

In many ways, the site is underutilized in that it currently serves as parking for the Long Beach Arena, the Long Beach Terrace Theater and the Convention Center. The site also hosts large special events, particularly the annual Long Beach Grand Prix street race, held each spring. The site is used by the Grand Prix for staging, as well as for part of the race course, which winds through the site between Seaside Way and Shoreline Drive. Also, this summer the City of Long Beach will host the Long Beach Aquatics Festival, which will include the 2004 U.S. Olympic Swim Team Trials and the Janet Evans Invitational Swim Meet. As part of this Festival, two temporary above-ground 50-meter pools will be constructed, along with seating capacity for up to 10,000 spectators. The Festival will be held on the site adjacent to the Long Beach Arena.

Though the site serves a critical function in providing much-needed parking or staging for these special events, it is primarily underutilized given its relative location to the rest of the waterfront.

Public amenities within the area, including public restrooms, transit stops, pedestrian paths and bridges and other street features are outdated or in need of refurbishment. The upgrade of these facilities should be considered in relationship to the overall development of the area.

III. Scope of Work

The Strategy will require planning, urban design, and real estate feasibility expertise in order to determine feasible development alternatives. However, extensive market demand analysis will not be required. A community outreach program and parking analysis will also be a required part of the scope of work. The community outreach effort will focus on bringing together the various stakeholders, such as development interests and leaseholders in the project vicinity, including the Downtown Long Beach Associates, Hyatt hotel management, City staff, Convention Center users and operators, and Long Beach Grand Prix representatives, among others, to provide input on potential development scenarios. Peripheral stakeholders include the Long Beach Aquarium of the Pacific, Shoreline Village, Downtown Marina boat owners, and the Pike retail/entertainment complex.

Because of the high activity levels in the area, adequate parking is critical and a parking analysis should be an integral part of the Development Strategy. Peak parking demands exceed typical levels, and use patterns are complicated by the multitude of business, tourist and community uses, which are both complementary and overlapping. As a result of their extensive experience in the greater Downtown area, Meyer, Mohaddes Associates (MMA) will provide parking analysis under subcontract to the selected design team. To ensure consistency and fairness in the responses to this Request, MMA has prepared a scope of work for this project (see Attachment 2).

IV. Work Products

The work products for this project shall include the following:

Alternatives Analysis: A preliminary report on the alternative land uses considered, including research data and a recommendation for a preferred land use plan. A final report will summarize the process undertaken and will clearly articulate the preferred land use development strategy, including the types of uses the City should encourage in order to maximize benefits to both the City and the community. The resultant Strategy should identify suggested short and long-term goals, present a priority of land use alternatives, and target the specific projects or programs that will provide the maximum leverage of limited resources.

Feasibility Analysis: Develop a land use feasibility analysis reflecting existing uses and unmet needs, and identify potential uses with a probability of success in the area based on demographic, competitive and current economic conditions.

Public Outreach Program: Identify the methodology for involving the community stakeholders in this process. A series of public outreach meetings is envisioned, primarily comprised of the representatives of the major land uses in the project area, but with potential inclusion of special interest groups and the general public, in an effort to provide initial input, test alternatives, and review recommendations. Presentation graphics, slide presentations and other materials for print and online posting to convey the alternatives and preferred plan in an easily digestible format should be included.

V. Project Schedule

As previously mentioned, the receipt of increasingly frequent but competing proposals for development of this site has led to the release of this Request. Given the importance of this site to the overall success of the Long Beach waterfront, a comprehensive review of the site is needed. However, the continued frequency of development proposals for the area does not allow time for a lengthy study. It is therefore suggested that the proposed schedule for the work plan be limited to approximately 6 to 8 months from the Notice to Proceed.

VI. Submission Criteria

All firms responding to this Request must submit a Statement of Qualifications containing the following information:

1. Identification/Organization of Team – Identification of the consulting team/firm, including the primary contact and the names of all individuals/firms that will be acting in a subconsulting capacity.
2. Experience – A narrative description of the three most relevant prior public sector projects for each of the key team members to be

assigned to this project. Provide a description of the work performed, including date, location, etc. Provide names of contact individuals who provided assistance on the projects described. Describe the consulting team's experience with public agencies, both as a team and individually. Provide a list of public sector references, including name, title, agency, address and telephone numbers.

3. Narrative – Provide a narrative description of the approach to be used in the Development Strategy for the various components (i.e. public outreach, parking analysis, feasibility analysis, etc.). Include a schedule of performance and describe any issues that may be of concern to the team.
4. Outline – Provide a brief outline of the community outreach process proposed for receiving input on the Development Strategy.
5. Cost Estimate – Provide a cost for each task listed in the Scope of Services.
6. Terms and Conditions – Please refer to Attachment 3 for the Terms and Conditions applicable to this Request.

VII. Selection Process

A selection committee will review all proposals submitted and will select approximately three to five teams for interviews. The selected team will work with a small group of City staff from various departments that will be involved in this project throughout the entire process to provide information and coordinate activities.

VIII. Insurance

City policies require that prior to commencing or performing any phase of the services, the consulting firm, at its own expense, provide the City with Certificates of Insurance and Endorsements for the coverage as listed in Attachment 4.

IX. DBE/MBE/WBE Program

The City's Disadvantaged, Minority and Women-owned Business Enterprise Program is included in Attachment 5.

X. Deadline for Proposal Submission

Submissions for this Request shall be prepared in 8 ½" x 11" format. Please submit eight (seven bound, one unbound) copies of information, and please do not submit any information that must be returned. All submissions must be received by **4:00 p.m. (PDT), Tuesday, June 1, 2004**, at the following address:

Amy J. Bodek, Project Development Bureau Manager
City of Long Beach
Department of Community Development
333 W. Ocean Boulevard, 3rd floor
Long Beach, CA 90802

Proposals submitted after the deadline or postmarked proposals will not be considered. Proposals submitted by facsimile will also not be considered.

The City of Long Beach reserves the right to reject any or all proposals and/or waives any informality thereon. Each proposal will constitute an offer to provide services, upon the price and terms quoted therein and shall not be withdrawn for a period of ninety (90) days from the due date of this Request. This Request for Proposals does not commit the City to award a contract, to pay any costs incurred in the preparation of a proposal in response to this Request, or to procure or contract for any services. All submitted proposals become the property of the City of Long Beach and will not be returned.

For further information or questions regarding this Request for Proposals, please contact Juan Lopez-Rios, Development Project Manager, at 562.570.6705. Due to the number of firms expected to respond to this Request, individual meetings with interested firms will not be possible.

ATTACHMENTS

- | | |
|---------------|--|
| Attachment 1: | Project Area Map |
| Attachment 2: | Meyer Mohaddes Associates Scope of Services for Parking Analysis |
| Attachment 3: | Terms and Conditions |
| Attachment 4: | Insurance Requirements |
| Attachment 5: | City of Long Beach Disadvantaged, Minority and Women-owned Business Enterprise Program |

This aerial map illustrates the proposed Long Beach Arena and its surrounding urban context. The map is divided into two main study areas: the Primary Study Area, outlined in blue with a blue hatched pattern, and the Secondary Study Area, outlined in pink with a pink hatched pattern. The Primary Study Area includes the Long Beach Arena, the Convention Center, and the Terrace Theater. The Secondary Study Area encompasses the Long Beach Arena, the Hyatt Regency, the Rainbow Lagoon, and the Rainbow Harbor. Key roads shown include Ocean Blvd, Pine Avenue, Shoreline Drive, and Chestnut Place. Other labeled features include the Camden Project (existing), Pike at Rainbow Harbor (existing), and the Aquarium. The map also shows the existing Long Beach Arena and the proposed Long Beach Arena. The map is oriented with North at the top.

Attachment 2

PROPOSED SCOPE OF SERVICES: PARKING ANALYSIS

Project Understanding/Overview

Meyer, Mohaddes Associates will support the City of Long Beach and the chosen land use planning consultant on issues related to future parking supply and demand south of Ocean Boulevard. We understand that the project will identify the preferred land use scheme for the current open surface parking area adjacent to the Long Beach Arena and Hyatt Hotel along Shoreline Drive. MMA will assist in the analysis of existing and future parking supply and demand, address parking needs related to multiple uses in that area, estimate future parking demand to be generated by the development, and make recommendations regarding how much parking will be needed, and where it can be provided. This is the last major remaining development opportunity site in this vicinity, and the site is currently used for parking for the Long Beach Area, Terrace Theater, Convention Center, special events and other uses. It is our understanding that the parking study will focus on the area east of Pine Avenue and south of Ocean Boulevard, however, MMA will also conduct some research into parking supply and demand for the Pike project area so that the analysis is complete and covers the entire area south of Ocean Boulevard. The only original research, and the major focus of our work, will be the area to the east of Ocean Boulevard. MMA will utilize information and expertise we have gathered as part of the Downtown Long Beach parking study, and apply our research findings and also use the computer parking model that was created for that project. In addition to analysis of typical usage, MMA will work closely with stakeholders such as Convention Center staff, to identify special event needs, timing, peak parking requirements, sharing of parking capacity with other uses (Aquarium, Queen Mary, etc.) and other related parking issues.

Task 1. Review Existing Studies and Parking Policies

MMA's proposed project manager will visit the City and conduct a review of past studies and City files regarding parking in Downtown, the Pike and nearby. As part of the project, MMA will conduct a thorough review of all relevant parking studies and related projects including new development projects in the area, the General Plan; design guidelines; City parking codes; enforcement policies, violations and requirements; other previous parking studies and other documents as applicable. In particular, we will contact representatives of the Convention Center and the City's Special Projects Manager to obtain all available data.

Key information to be derived from the review includes:

- Historical data (as available) for use in assessing parking demand and supply/demand trends and land use trends in downtown south of Ocean Boulevard

- Summary of existing parking studies
- Existing and future parking supplies, both east and west of Pine Avenue, including The Pike development project
- Current parking management and enforcement techniques, and review of parking agreements created by the Parking and Transportation Management Organization (PTMO) in the Convention Center area.

Task 2. Analyze Existing Parking Inventory and Usage

As part of Task 1, Meyer, Mohaddes Associates will have already obtained and thoroughly reviewed previous parking studies, municipal codes, and existing studies relating to parking in the study area south of Ocean Boulevard. MMA will prepare an inventory database of the parking supply in the study area to identify the location, number, and use restrictions for on-street and off-street public parking spaces and private non-residential spaces. To the extent possible, the City's available data will be incorporated into the database to minimize new data collection, such as utilizing the City's GIS files containing pertinent parking data. MMA will conduct parking inventory surveys at areas where existing parking data are not available to complement data already collected by the City. The information will be presented in both tabular and graphic format.

MMA will work with parking operators in the area to determine existing parking utilization in the study area. Since parking on the project site is managed by the Convention Center, data will be obtained from the Convention Center and City, rather than manually conducting a parking utilization survey. The impacts of the special events in and near the study area will also be considered. If appropriate data is not available from the Convention Center or City, parking utilization surveys could be conducted; this would be an optional task. We will discuss the most appropriate approach with City staff during project refinement.

Task 3. Determine Future Parking Demand

MMA will coordinate with the land use planning consultant regarding the potential future development scenarios. Parking demand by land use will be quantified for up to three development scenarios. MMA will estimate theoretical peak period parking demands within the study area. Parking demand rates by land use type will be developed based on the City's parking code/ordinance requirements, Urban Land Institute data, Institute of Transportation Engineers database, and a considerable body of data that MMA has collected from other similar studies including the Downtown Parking Study. The empirical parking utilization data will be utilized to confirm/modify standard parking demand ratios utilized in planning studies based on City parking code rates.

Shared parking opportunities will also be identified. MMA will analyze the mix of potential future land uses and will recommend a methodology for accounting "shared/joint parking" impact as a component of the alternative evaluation.

MMA will also coordinate with the PTMO, City and Convention Center staff to determine future event parking needs, the amount of event parking that would be removed as part of the proposed project, and replacement of an appropriate amount of event parking.

Task 4. Findings and Recommendations

MMA will calculate and summarize the amount of parking to accommodate all of the intended uses within the project site, as well as special event/Convention Center needs. We will use parking code for the proposed development and recommend parking amounts and strategies. Each strategy will be evaluated in terms of potential impacts to the character of the area as well as ease and convenience for the uses, and potential costs involved. Once each strategy has been evaluated, MMA will make a recommendation of the preferred parking alternative. This will include concept parking locations, quantities, plus operational strategies for peak times and special events.

Task 5. Documentation

MMA will submit a first draft report for City staff review (one unbound and one bound), and will be available to discuss the analysis/recommendations. The draft reports will summarize the study methodology, analysis, findings, conclusions and recommendations, and will include tables and graphics as needed. Upon receipt of comments, the final report will be completed, and one unbound and five (5) bound copies of the final report will be submitted.

Task 6. Meetings

MMA Staff will attend staff level meetings (assume up to four), as appropriate, to determine project description and alternatives. Meetings are also budgeted for the PTMO and Convention Center staff, and City parking staff. We would be available to attend public meetings as needed on a time-and-materials basis, outside the stated budget.

Attachment 3 Terms and Conditions

1. **PERSONNEL**

The consultant represents that he or she has or will secure, at consultants' own expense, all personnel required in performing the services under the agreement. Such personnel shall not be employees of the City. All of the services required hereunder will be performed by the consultant or under his supervision and all personnel engaged in the work shall be fully qualified and shall be authorized or permitted under state and local law to perform such services.

None of the work or services covered by the agreement shall be subcontracted without the prior written approval of the City. Any work or services subcontracted hereunder shall be specified by written agreement and shall be subject to each provision of the contract.

2. **EXCLUSIVITY**

The proposer acknowledges that if the City executes a contract for work pursuant to the Request for Proposal, a contractor may not be an exclusive one and that the contract will not guarantee the proposer any work nor will there be any guarantee as to the volume or duration of work or duration of the contract.

3. **ASSIGNABILITY**

The consultant shall not assign or transfer any interest in the agreement (whether by assignment or novation) without the prior written consent of the City provided, however, that claims for money by the consultant from the City under the agreement may be assigned to a bank, trust company, or other financial institution without such approval. Written notice of any such assignment or transfer shall be furnished promptly to the City.

4. **FINDINGS CONFIDENTIAL**

All of the reports, information, data, etc., prepared or assembled by the consultant under the contract are confidential and become the sole property of the City of Long Beach and the consultant agrees that they shall not be made available to any individual or organization without the prior written approval of the City.

5. **COPYRIGHT**

No report, maps or other documents produced in whole or in part under the agreement shall be the subject of any application for copyright by, or on behalf of, the consultant.

6. INDEPENDENT CONTRACTOR STATUS

It is expressly understood that the consultant named in any proposed agreement is acting as an independent contractor, not as an agent or employee of the City, except as specifically noted herein.

7. COMPLIANCE WITH LOCAL, STATE AND FEDERAL LAW

The consultant shall comply with all applicable laws, ordinances, and codes of the federal, state and local governments. Consultant shall hold the City harmless with respect to any damages arising from any torts committed in the performance of the work under the agreement.

Attachment 4 Insurance Requirements

City policies require that prior to commencing or performing any phase of the services, the consulting firm, at its own expense, provide the City with Certificates of Insurance and Endorsements for the coverage as listed below. For teams of consulting firms, the insurance information provided should indicate that it is applicable to all members of the consulting team. If that is not the case, separate insurance information will be required for each separate firm that comprises the team.

1. Worker's Compensation Insurance or other proof that adequate self-insurance is in effect covering all persons who may be employed directly or indirectly in carrying out the work as outlined.
2. General Liability and Property Damage Insurance to protect against claims and liabilities from personal injury, death or property damage arising from study activities, providing protection of at least \$1,000,000 for bodily injury or death to any one person for any one accident or occurrence and at least \$1,000,000 for property damages.
3. Professional Liability Insurance providing protection of at least \$1,000,000 combined single limit coverage per occurrence for the project covered.
4. Liability Insurance in an amount not less than \$5,000,000 combined single limit per accident for bodily injury and property damages covering owned, non-owned and hired vehicles.

Only responsible insurance companies licensed to do business in the State of California shall carry all insurance required. General liability and automobile liability policies shall name as additional insured the City of Long Beach and their officials, employees, agents, representatives and members of all boards and commissions.

**Attachment 5
City of Long Beach
Disadvantaged, Minority and Women-owned
Business Enterprise Program**

**Section 1.
PURPOSE AND SCOPE**

It is the policy of the City of Long Beach to support the utilization of Disadvantaged, Minority and Women-owned Business Enterprises (DBE's, MBE's, and WBE's) in all aspects of contracting relating to construction, materials and services, professional services, land development related activities, leases and concessions.

The City of Long Beach is committed to encouraging the participation of Disadvantaged, Minority and Women-Owned businesses in all phases of construction, materials, professional services, land development, leases, and concessions contracting.

The City of Long Beach will ensure that Disadvantaged, Minority and Women-Owned Business Enterprises have the maximum opportunity to participate in the performance of contracts and subcontracts consistent with the City Charter. In this regard, the City will take all responsible steps to ensure that Disadvantaged, Minority and Women-Owned Business Enterprises have the maximum opportunity to compete for and perform contracts and services.

**Section 2.
DEFINITIONS**

The following definitions shall govern this program.

- a. As defined by Section 8 (a) of the Small Business Act 15 U.S.C. paragraph 637 (a), "Disadvantaged Business Enterprise" means a small (underlining added) business concern that is 1) at least 51 percent owned by one or more socially and economically disadvantaged individuals, and 2) the management and daily business operations of which are controlled by one or more socially and economically disadvantaged individual who own it. Those groups which are considered socially disadvantaged are Hispanic Americans, Native Americans, Asian-Pacific Americans and Asian-Indian Americans.
- b. "Minority" means the following groups: Blacks, Hispanics, American Indians, Asian/Pacific Indians, and Asian/Indians.

- c. "Minority Business Enterprise" means a business which is at least 51 percent owned, managed, and operated by one or more minorities, or in the case of a publicly owned business, at least 51 percent of the stock must be owned, and the business managed and operated by minorities.
- d. "Women-Owned Business Enterprise" means a business which is at least 51 percent owned, managed, and operated by one or more women, or, in the case of a publicly owned business, at least 51 percent of the stock must be owned, and the business managed and operated by women.